

# Community Impact Statement Worksheet



Has anyone ever asked you, “What does the library do?” or “Why do we need libraries, we have Amazon?” Or similar questions about what exactly it is that you do? And what does the library really do besides check out books? Having a community impact statement (or elevator pitch if you prefer) ready to go ensures you don’t let this opportunity to demonstrate the real value of your library pass you by. This worksheet is designed to help you craft a 30-second library impact statement that can be used with a wide variety of audiences.

## STEP 1

Identify a specific community need or challenge.

*Example: Many in our community do not have reliable internet access or access to a computer.*

## STEP 2

Describe how the library meets this need; focus less on what the library has or offers and more on what the community gains.

*Example: Our library helps by offering free wi-fi available during operating hours, and in the parking lot after hours.*

## STEP 3

Highlight what would happen without the library service.

*Example: If we didn’t provide this, people would be unable to do homework, complete online applications, etc. or they would have to go to locations where they have to purchase something to use wi-fi.*

## STEP 4

Identify a quick story of a patron's experience or outcome (number served etc.)

*Example: I know of a family with school-age children who use the after-hours wi-fi almost every night; their oldest was just accepted to college and will be the first in the family to attend.*

## STEP 5

List one or two challenges or obstacles to continuing to provide or expand the service

*Example: Unfortunately, due to possible city budget cuts, we may not be able to continue to offer the after-hours wi-fi.*

## STEP 6

Put it all together, creating a natural, conversational 30-second community impact statement.

*Example: Here in [community], many people struggle with [need]. Our library helps by [solution]. Without the library, [impact]. For example, [real story].*

## STEP 7

List audiences and ways you can share your statement.

*Example: In conversation with a patron, at a networking event, at a community event, at the grocery when you run into someone you haven't seen in a while, etc.*

This worksheet can be used to create many community impact statements that would resonate with different audiences in various settings. Write them down, practice saying them until they become second nature. So the next time someone in the H-E-B asks you what you've been up to at work, you have the answer ready!